

In the claims:

For the Examiner's convenience, all pending claims are presented herein. All the claims remain unchanged and are prefixed with "(Unchanged)".

11
1. (Amended) A method comprising:
2 updating bidding information associated with an item in [a] an online
3 environment to reflect a current bid associated with the item in a live, in-
4 person auction;
5 accepting a bid from an online bidder in the online environment reflecting the
6 online bidder's maximum proxy price; and
7 bidding on behalf of the online bidder against one or more live bidders that are
8 participating in the live, in-person auction based upon the maximum proxy
9 price.

a1
Sub 1/2
1. (Amended) The method of claim 1, wherein said bidding [one] on behalf of the
2 online bidder comprises bidding an amount that exceeds the current bid so long as
3 the maximum proxy price has not been exceeded and so long as the current bid is
4 not that of the online bidder.

1 3. (Unchanged) The method of claim 1, further comprising:
2 prior to the live, in-person auction, establishing a starting bid for the item by
3 performing a pre-auction bidding process in the online environment for a
4 predetermined amount of time; and
5 communicating the starting bid for the item to the live, in-person auction.

1

1 4. (Unchanged) A method comprising:

2 establishing a starting bid for an item for a live portion of an auction by

3 performing a pre-auction bidding process in an online environment for a

4 predetermined amount of time;

5 communicating the starting bid for the item to the live portion of the auction; and

6 during the live auction portion of the auction

7 updating bidding information associated with the item in the online

8 environment to reflect a current bid associated with the item in the

9 live portion of the auction,

10 accepting a bid from an online bidder in the online environment reflecting

11 the online bidder's maximum proxy price, and

12 bidding against one or more live bidders that are present at the live auction

13 portion of the auction until the maximum proxy price has been

14 met.

SUB 5. (Amended) A computer system comprising:

2 a storage device having stored therein a one or more routines for integrating an

3 online bidding process with a live portion of an auction;

4 a processor coupled to the storage device for executing the one or more routines

5 to provide feedback to online bidders in an online environment during the

6 live portion of the auction and serve as a proxy bidder for the online

7 bidders, where:

8 a starting bid is established for an item for the live portion of the auction

9 by performing a pre-auction bidding process in the online

10 environment for a predetermined amount of time;

11 feedback is provided to the online bidders by updating bidding

12 information associated with the item in the online environment to

13 reflect a current bid associated with the item during the live portion
14 of the auction, and
15 proxy bidding is accomplished by accepting a bid from one or more of the
16 [an] online bidders reflecting the online bidders' maximum proxy
17 price and bidding on behalf of the one or more online bidders
18 against one or more live bidders participating in the live portion of
19 the auction until each of the one or more online bidders' maximum
20 proxy price has been met.

a2
Concl

1 6. (Unchanged) A machine-readable medium having stored thereon data
2 representing sequences of instructions, the sequences of instructions which, when
3 executed by a processor, cause the processor to perform the steps of:
4 establishing a starting bid for an item for a live portion of an auction by
5 performing a pre-auction bidding process in an online environment for a
6 predetermined amount of time;
7 communicating the starting bid for the item to the live portion of the auction; and
8 during the live auction portion of the auction
9 updating bidding information associated with the item in the online
10 environment to reflect a current bid associated with the item in the
11 live portion of the auction,
12 accepting a bid from an online bidder in the online environment reflecting
13 the online bidder's maximum proxy price, and
14 bidding against one or more live bidders that are present at the live auction
15 portion of the auction until the maximum proxy price has been
16 met.